#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
	Enrollment Management Work Plan 2008-2009				
1	Enhancing our communication plan for prospective students, admitted and enrolled.	Assoc. Dir. Admissions, Registrar, Assoc. Dir. Fin. Aid, Deborah Kieltyka		Jan-09	Currently, communication is being sent out to transfer students from Spring 2009 reminding them to sign up for orientation. In addition, a checklist is provided reminding them to apply for financial aid, search for classes, explore career options, etc. Under development with great progress.
2	Award financial aid funds to provisional admits prior to receipt and approval of final transcripts by the appropriate department, school or college.	Carmen A. Brown, Assoc. Dir. Fin. Aid	Legal Affairs	Oct-08	Complete. Financial Aid is awarding/disbursing provisionally-admitted graduate/professional students.
3	Effectively develop and implement strategies for transfer student recruitment.	Assoc. Dir. Admissions		Oct-08	Complete. Transfer strategies implemented.
4	Develop additional recruitment strategy for transfer students - Spring 2009.	Carmen A. Brown, Terry Babbitt, Assoc. Dir. Admissions, Registrar, Assoc. Dir. Fin. Aid		Dec-08	Complete. Initiatives for Spring 2009 implemented.
5	Establishment of Communications Center.	Alex Gonzalez	Tracy Hart, Ivan Boyd	Jan-09	Complete
6	Create auto admission on Banner for Freshmen then start planning for auto admission for transfers.	Deborah Kieltyka	ITS, Tom, Tanaya Brown, Deborah Kieltyka	Jul-09	
7	To build early awareness of higher education and to forge a stronger connection with the University of New Mexico through numerous pre-collegiate programs.	Lawrence Roybal	UNM Recruitment Team/Staff	Dec-08	

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8	STARRS workflow, Banner workflow, Reorganize incoming/outgoing document, OCR Development, Data Entry/Processing.	Deborah Kieltyka	Pat McCarty, Mick Schein, Merle Kennedy, Tanaya Brown, ITS, Vivian Gadbury,	Nov-08	Complete
9	Update current templates on Acoma Server, create auto refusal letters, create provisional reminder letters.	Deborah Kieltyka, Vivian Gadbury	ITS	Dec-08	Complete
10	Revisit ITS project to allow paper applicants to view status, verify new web application will allow review.	ITS		Aug-09	
11	Communicate to Fall 2008 enrolled students, freshmen and transfer applicants to Spring 2009, continuing students who have not yet enrolled, and applicants who have not yet enrolled, reasons why they should attend Spring semester. Share unique challenges associated with Spring 2009, and specific positives why they should enroll or re-enroll.	Registrar, Jep Choate, Carmen Brown, Alec Reber,		Feb-09	
12	Research the availability of private vendor options for the purchase of an on-line early estimator tool. Simultaneously, SFAO staff will place this initiative on the SFA/ITS task list. SFA staff will work closely with Laura Olszewski and her ITS team to develop an online early estimator for use at UNM. The target is to have a tool in place by the close of December 2009.	Assoc. Dir. Fin. Aid, Brian Malone		TBD	Complete
13	Effectively market the advantages of the Consortium Agreement to non-resident prospects.	Assoc. Dir. Fin. Aid, Assoc. Dir. Admissions, Elizabeth Barton	Associate Directors, Registrar	Oct-08	Complete
14	Increase the efficacy of communications for students that have applied for Financial Aid.	Brian Malone, Assoc. Dir. Fin. Aid		Nov-08	Complete. Enhancement/refining is continuous.

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15	Through continued analysis, keep verification from 8% to 11% of Financial Aid population.	Brian Malone		Dec-08	Complete. Verification, through QA, is estimated to be between 10 and 12%. It is 1-2 points higher than 08-09 because of the number of errors on FAFSAs completed with estimated tax information. However, because of the reduction of several thousand requests for documents from our student population, we anticipate the number of student having to provide additional documentation to our office to decrease substantially.
16	Conduct a review of the current College Work-Study awarding process to ascertain if work-study funds are being awarded in an efficient and reasonable manner to support student and institutional enrollment goals.	Assoc. Dir. Fin. Aid, Terry Babbitt, Brian Malone, Marisa Castaneda		Nov-08	Complete. A process to review unused awards at a point in time and reaward is underway.
17	(1) Work closely with Mick Schein of the Admissions IT staff to better understand how scanning operates with work-flows and begin to develop the work-flow process for up-front scanning to work efficiently, (2) Research how other SFA operations are using scanning and work-flows and the number of staff devoted to this initiative vs the number of documents scanned, (3) Secure funding to hire a full-time staff in support of this initiative to train and oversee full-time and student employees that will assist with the document scanning, (4) Develop training and implementation plans to ensure that documents are scanned into the Hershey Singularity System within 48 hours of receipt.	Assoc. Dir. Fin. Aid, Brian Malone	Raul Rico, Mabel Gutierrez	Nov-08	All processing and verification documents are now processed by upfront scanning through workflows.
18	Organization, clarity, and efficiency within the FASTINFO knowledge base.	Assoc. Dir. Fin. Aid, Brian Malone	Kim Luu, Eddie Salazar	Nov-08	Ongoing process. The FASTINFO knowledge base is in a continuous process of enhancement/and refining.

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19	Student centered decision making (To be able to establish a new student's Net ID immediately upon admission to the University of New Mexico).	ITS	Alec Reber, Laura O., Linda Johansen, HR (co-sponsor)	Jun-09	
20	Connectivity to Purpose, student centered decision-making (Curb post census date registration activities).	Registrar	Paula Smith, Alec Reber, Liesje Kerkmans, Laura O.	Jan-09	
21	Student centered decision making (Enhancing summer schedule).	Wynn Goering	Jep Choate, Carolyn Gutierrez, Paul Chaco, Registrar	Apr-09	
22	Connectivity to Purpose, campus vitality, student centered decision-making (To eliminate late/last minute course cancellations by academic departments).	Jep Choate, Registrar, Carmen Brown		Jan-09	
23	Student centered decision-making (Encourage students to register for 15 credit hours for Fall and Spring semesters).	Registrar, Paula Smith, Alec Reber, Laura O, Assoc. Dir. Admissions		Feb-09	Associate director of admissions and registrar must work together to coordiante a comprehensive communciation plan for this task.
24	Student centered decision-making (Encourage students and advisors to utilize PROGRESS (on-line automatic degree audit).	Cindy Mortensen, ITS, Registrar,	DA/TA Team, College Academic Advisors	Nov-09	
25	Evaluate all classroom finishes, furniture and A/V equipment. Evaluate each facility for student/faculty comfort and teaching readiness. Establish guidelines.	Classroom modernization committee, Office of the Registrar, PPD		May-09	Scheduling continues to work with the campus wide modernization committee to complete plans and needs for the Mitchell Hall renovation/remodel and other plans for future remodel and renovation.
26	Student centered decision making (More late starting courses).	Wynn Goering	EM Reporting Team, College Dean offices, Office of the Registrar	Dec-08	
27	To implement process to obtain customer service feedback from students utilizing EM services.	Carmen Brown, Registrar	ITS, Admissions, Financial Aid, Recruitment, ITS Student Group	Dec-08	

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28	Implement red Lantern Interactive Degree audit software.	Carmen Brown, Registrar, Jennifer Chavez-Gomez	Laura O., Moira Gerrity, Cindy Mortensen, other ITS associates	Sep-09	
29	Expand our communication capacity by purchasing Hobson's EMT E-Mail software that allows us to communicate more frequently and effectively with all students.	Assoc. Dir. Admissions			Complete
30	Develop email letterhead prototype for all enrollment units.	Carmen Brown, Assoc. Dir. Admissions			Complete
31	Begin re-engineering the admissions office to allow for more accountability and productivity of staff and service level.	Deborah Kieltyka			Complete
32	Set service level expectations for admissions to two working days. We are now committed to communicating with students within two working days of receipt of documents.	Deborah Kieltyka, Tanaya Brown			Complete
33	Begin re-engineering the financial aid office that reduced the intake of forms; a reduction of 7,000 pieces of paper: (1) No longer require verification of childcare expenses as we will be using average cost of childcare, (2) driver's license number no longer required for FAFSA form, (3) no forms needed for second bachelor's degree-retrievable through Banner, (4) no need to graduation date change-retrievable from Banner.	Assoc. Dir. Fin. Aid			Complete
34	Begin the process of establishment of a Communications Center that will handle all incoming calls for the entire division as well as provide telecounseling efforts in the evening. Additionally, the Center will house "Chat With Us" initiative that will allow students to engage with us by way of online chat.	Alex Gonzalez			Complete

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35	Roll out "How Can We Help You" campaign during Fall registration. This campaign will be ongoing during every registration period where staff will be deployed to assist students with their registration questions. All personnel involved with this campaign will wear "How Can We Help You" stickers so that students will know that we are here to assist them.				Complete
36	Initiate the first comprehensive recruitment plan for transfer students.	Assoc. Dir. Admissions			Complete
37	Enhance the recruitment strategies for first time college students.	Assoc. Dir. Admissions			Complete
38	Begin using the imaging product (Hershey) at the initial intake of documents, not when the file is completed. This will ensure that students no longer will have to bring the same documents multiple times because they were misplaced.	Deborah Kieltyka			Complete
39	Create a workflow in the image process so that staff assigned to a given alphabet will work with all documents received on a daily basis.	Deborah Kieltyka			Complete
40	Hire a regional recruiter for Florida.	Assoc. Dir. Admissions, Carmen Brown			Complete
41	Begin plan for cross-training of staff.	Terry Babbitt, Carmen Brown			Complete
42	Further enhance communication for prospective students by designing and implementing various positioning statements, postcards and emails that will go out to prospective students.	Assoc. Dir. Admissions, Carmen Brown			Complete
43	Introduce Enrollment Management Work Plan; all directors and associates have identified critical issues that need to be resolved or implemented in support of the University enrollment goals. This plan allows us to monitor closely the progress of the initiatives and ensure that we are within the allotted timeframe.	Carmen Brown			Complete

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44	Begin working on the plan for the establishment of the One-Stop Services. Work closely with Sue Brawley, a space utilization consultant to identify, design, and implement this initiative.	Carmen Brown, Sue Brawley, Alex Gonzales			Complete
45	Draft proposal for National American Indian Academic Recognition Program.	Terry Babbitt			Complete
46	Redesign Gateway program for 2009 class that will allow more students to accept the UNM offer, it will expand program to other educational partners; San Juan College, Santa Fe Community College and our branch campuses.	Registrar, Carmen Brown			Complete